

PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development - Asia/Pacific Region
PERIOD COVERED: April, 1989
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I. PROJECT TANG (Indonesia)

- A. Objective: Develop a subjectively and analytically identical product to convert locally manufactured MF LS from cut filler to BBS without expanded components.
- B. Results: The Richmond Panel has selected an acceptable prototype and sent it to Hong Kong.
- C. Plans: Await Hong Kong management approval. C. Goodwin will discuss necessary modifications to Malang primary with R. Kennedy next month during a visit to Asia.

II. PROJECT TOLSTOY (Various Countries)

- A. Objective: Develop an upscale Russian-style cigarette.
- B. Results: A prototype has been sent to Hong Kong and Taiwan for monadic PMI concept testing.
- C. Plans: Await results of PMI testing.

III. PROJECT CEDAR (Pan-Asia)

- A. Objective: Develop a free-standing cigarette which would capitalize on the growth of the menthol segment as well as compete favorably with Salem Lights.
- B. Results: Prototype development consists of two blends, two flavor systems used in conjunction with mentholated foil in a recessed and flushed filter design.
- C. Plans: Prepare prototypes for possible PMI testing vs. Salem Lights.